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**EXAMINER'S AMENDMENT**

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

2. Authorization for this examiner's amendment was given in a telephone interview with Applicant's attorney, Mr. Gregory Smith (reg. 40,819) on June 16, 2008.

3. The applicant has been amended as follow:

Claims 1-98 (canceled)

Claim 99.(currently amended) A method for obtaining, delivering and presenting information content on a player device, the method comprising the steps of: receiving user information associated with content to be obtained in the form of a content item; obtaining content programming information by conducting a search based at least in part on the user information, the obtained content programming information identifying a source for the content item and a time at which the content item is available;

Art Unit: 2144

enabling the reception by the player device of the content item by accessing the identified source at the identified time, generating a unique identifier for each content item and tagging the content item with the unique identifier;

logically dividing at least one content item into sub-segments, wherein the step of logically dividing the at least one content item into sub-segments is applied to an advertisement and further comprising the steps of:

defining one sub-segment as a request for information sub-segment; and

defining another sub-segment as a request for purchase sub-segment; storing the received content item; receiving a request for presenting the content item; and presenting the content item on the player device;

receiving an actuation signal while the content item is being presented and a time stamp

identifying a particular location within the presentation of the content item;

based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

if an actuation signal is received while presenting the request for information sub-segment of the advertisement, providing further information associated with the advertisement; and

if the actuation signal is received while presenting the request for purchase sub-segment, initiating a transaction for a purchase associated with the advertisement.

Claim 100. (previously presented) The method of claim 99, wherein the step of receiving a request for presenting the at least one content item further comprises the step of receiving a playback list that identifies one or more content items to be presented.

Claim 101. (canceled)

Claim 102. (canceled)

Claim 103. (canceled)

Claim 104. (canceled)

Claim 105. (canceled)

Claim 106. (currently amended) The method of claim 99, further comprising the step of appending one or more advertisement content items to each content item delivered in the enabling the reception of the at least one content item step.

Claim 107. (canceled).

Claim 108. (currently amended) The method of claim 99, wherein the step of providing further information associated with the advertisement further comprises sending an email message to a user associated with the content being presented.

Claim 109. (previously presented) The method of claim 108, further comprising the steps of: receiving user profile information identifying a preferred mode for conducting transactions; and the step of initiating a transaction further comprises initiating a transaction in accordance with the preferred mode.

Claim 110. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising:

a mobile content server comprising:

an interface to one or more information content sources; a playback device interface; and

a server application operating on the mobile content server and enabling the mobile content server to be operative to:

receive user information associated with a playback device; obtain content programming

Art Unit: 2144

information from the one or more information content sources by conducting a search based at least in part on the user information, the content programming information identifying a channel and a time for at least one content item;

deliver the content programming information to the associated playback device via the playback device interface;

the associated playback device comprising: a memory storage unit; a user actuator; an information content source interface including a tunable receiver; a mobile-content server interface; a presentation output; a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

enable the information content source interface in accordance with the content programming information by tuning the tunable receiver to a channel associated with the information content source identifier at the identified time;

receive information content in the form of content items transmitted from an information content source via the information content source interface generating a unique identifier for each content item and tagging the content item with the unique identifier, logically dividing at least one content item into sub-segments, wherein the step of logically dividing the at least one content item into sub-segments is applied to an advertisement and defining one sub-segment as a request for information sub-segment and defining another sub-segment as a request for purchase sub-segment;

provide the information content items to the presentation output;

detect an actuation of the user actuator; identify the content item that is actively being presented at the output at the time of the actuation by receiving a time stamp identifying a particular location within the presentation of the content item;

based on the received time stamp, identifying which sub- segment was actively being presented when the actuation signal was received; and

if an actuation signal is received while presenting the request for information sub-segment of the advertisement, send a signal to the content server requesting further information associated with the advertisement; and

if the actuation signal is received while presenting the request for purchase sub-segment, send a signal to the content server initiating a transaction for a purchase associated with the advertisement.

Claim 111. (previously presented) The system of claim 110, wherein the processing unit is further operative to store the content.

Claim 112. (currently amended) A system for obtaining, delivering and presenting information content, the system comprising: one or more content sources; a mobile content server; and a content playback device; the mobile content server being operable to: receive user information entered on the playback device and received from the playback device; obtain content programming information from a content source by conducting a search based at least in part on the received user information, the content programming information identifying a channel and a time for a at least one content item; and obtain one or more content items from the content source by tuning to the identified channels at the identified times;

receive a playlist identifying at least one content item and being associated with the playback device; and

deliver the content items to the playback device in accordance with a playlist, the content items being delivered in the form of content items with each content item having a unique identifier and, logically dividing at least one content item into sub-segments, wherein logically dividing the at least one content item into sub-segments comprises defining one sub-segment as a request for information sub-segment and defining another sub-segment as a request for purchase sub-segment;

the playback device being operable receive the content items; present the content items to a user interface; receiving an actuation signal while content items are being presented;

identify the content item that is actively being presented at the output at the time of the actuation by receiving a time stamp identifying a particular location within the presentation of the content item;

based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

if an actuation signal is received while presenting the request for information sub-segment, send an email message to the user associated with the content being presented wherein if the content item is an advertisement, the email includes information about making a purchase; and

if the actuation signal is received while presenting the request for purchase sub-segment, send a signal to the content server initiating a transaction for a purchase associated with the content item.

Claim 113. (canceled)

Claim 114. (currently amended) The system of claim 112, wherein the playback device includes an interact button, which when actuated during the presentation of a content item will result in a signal being sent to the content server.

Claim 115. (previously presented) The system of claim 114, wherein the signal includes the unique identifier.

Claim 116. (canceled)

Claim 117. (canceled)

Claim 118. (canceled).

4. The following is an examiner's statement of reasons for allowance:

With respect to claims 99-100, 106, 108-112, and 114-115, the prior art of record, individually or in combination, fails to teach, suggest or render obvious the claimed invention in combination with the specific amended limitations as recited in claims 99, 110, and 112. Specifically, inter alia, the prior art of record fails to teach or suggest in obtaining, delivering and presenting information content on a player device, the method comprising the steps of: receiving user information associated with content to be obtained in the form of a content item; obtaining content programming information by conducting a search based at least in part on the user information, the obtained content programming information identifying a source for the content item and a time at which the content item is available; enabling the reception by the player device of the content item by accessing the identified source at the identified time, generating a

Art Unit: 2144

unique identifier for each content item and tagging the content item with the unique identifier; logically dividing at least one content item into sub-segments, wherein the step of logically dividing the at least one content item into sub-segments is applied to an advertisement and further comprising the steps of: defining one sub-segment as a request for information sub-segment; and defining another sub-segment as a request for purchase sub-segment; storing the received content item; receiving a request for presenting the content item; and presenting the content item on the player device; receiving an actuation signal while the content item is being presented and a time stamp identifying a particular location within the presentation of the content item; based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and if an actuation signal is received while presenting the request for information sub-segment of the advertisement, providing further information associated with the advertisement; and if the actuation signal is received while presenting the request for purchase sub-segment, initiating a transaction for a purchase associated with the advertisement (as disclosed in specification pages 8-11, 22-5, 31-35, 38, and 41).

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee, and avoid processing delays, should preferably accompany the issue fee. Such submission should be clearly labeled "Comments on Statement of Reason for Allowance."

### ***Conclusion***



4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tammy T. Nguyen whose telephone number is 571-272- 3929. The examiner can normally be reached on Monday - Friday 8:30 - 5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **William Vaughn** can be reached on 571-272-3922. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Thanh Tammy Nguyen/

Primary Examiner, Art Unit 2144